

Lilly Oncology on Canvas®

Official Submission Program Terms

In 2004, Lilly Oncology created Lilly Oncology on Canvas (LOOC) to give members of the cancer community the opportunity to express themselves and connect with countless others through creative expression, as well as educate others about the cancer experience. To date, approximately 4,500 patients, family members, friends, caregivers, and healthcare providers have shared their cancer experiences through art and narrative.

Now, it's your turn. And you don't have to be a professional artist or writer. It's the sharing of the story that counts.

Share your artwork and narrative through our ongoing online submission process. Submissions may be featured in an online gallery at www.LillyOncologyonCanvas.com, used to create educational resources, and/or shared through social media outlets. Additionally, submissions may be included in touring art exhibits. Displayed at cancer centers, hospitals, and patient advocacy events, LOOC exhibits bring messages of hope, courage, and inspiration to patients and others affected by cancer.

LOOC artwork and narratives will primarily be featured in educational materials and exhibits within the United States and Puerto Rico, but they may be featured in educational materials and exhibits outside of the United States and Puerto Rico as well.

For any questions about the program or online submission please contact **1-(800)-Lilly-RX** (1-800-545-5979).

OFFICIAL SUBMISSION PROGRAM TERMS

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ELIGIBILITY

- To be eligible, you must be a resident of the United States or Puerto Rico. For participants under the age of 18, a parent or legal guardian (18 years of age or older) must agree to the terms of the program by acknowledging permission for the minor participant on the online submission form. If submitting on behalf of a family member or friend, please ensure you have written legal consent. We regret not being able to accept artwork on behalf of any deceased persons. No purchase is necessary to participate
- Government officials or other individuals employed by or affiliated with organizations having policies against participation in industry-sponsored programs are asked to refrain from participation

HOW TO SUBMIT YOUR ARTWORK

Step 1: Create Your Original Submission

- Create an original artwork that depicts your cancer experience in one of the following media: watercolor, oil, pastel, photography, acrylic, poetry, or mixed media (a combination of two or more media)
 - The artwork must **not** be an exact replica of—or very similar in appearance to—any existing art or other work created by someone else—such as a photograph, painting, drawing, sketch, advertisement, or poetry—and must not infringe upon any other artist’s copyright or other property or ownership rights
 - We rely in good faith on your express representations as to the origins of the creative work submitted
 - If we determine, in our sole discretion, that any of these rules have been violated, the submission may be disqualified and other steps we deem appropriate may be taken
- Do not include any brand or product names or logos in your artwork. Any creative work that contains a brand name or trademark of any kind will not be accepted
- If the submission shows the likeness of any person(s), by selecting the appropriate box on the online submission form, you warrant that any such person(s) has given permission for this creative work to be submitted. If this submission is a photograph or any other recognizable likeness of a person who is under the age of 18, you warrant that you have written permission from the person’s parent or guardian for this creative work to be submitted and used as described in the Official Submission Program Terms. Further information is under the “Use of Personal Information” section

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Step 1: Create Your Original Submission, Continued

Online submission requirements:

- For 2D or 3D artwork, please make sure you have one of the following:
 - A high-resolution photograph of your artwork saved as a JPEG or PNG file
 - Optional: Artwork scanned at 100% with 300 dpi
- For poetry, please make sure you have:
 - The actual poem
 - Optional: A high-resolution JPEG or PNG file if you plan to submit a visual representation of your poem
- **Submissions - including art, narratives, and poetry - should not contain any of the following:**
 - **Personal identifying information such as full names. First names are acceptable**
 - **Specific drug names. The terms “drug,” “treatment,” and “therapy” are acceptable**
 - **Names of specific healthcare facilities or healthcare providers. Terms such as “hospital,” “doctor,” and “nurse” are acceptable**
- Select a title for your artwork and include it with your submission
- **To protect your privacy, DO NOT write or sign your name or add your address or any other personally identifiable information to the artwork.** Each piece will be assigned a distinct code number to identify it

- For participants under the age of 18, a parent or legal guardian (18 years of age or older) must agree to the terms of the program by acknowledging permission for the minor participant on the online submission form. No purchase is necessary to participate. Must be a resident of the United States or Puerto Rico

Step 2: Create Your Narrative

- A written narrative **must** be included with your art submission. Submissions without narratives will not be accepted
- Create an original narrative that:
 - **Best describes the cancer experience depicted in your artwork**
 - **Is no longer than 140 words.** Narratives longer than 140 words will be edited
 - **Is typed in English**
 - **Includes the title** of your artwork

Submissions that do not meet these requirements will be edited as appropriate or deemed unacceptable for sharing.

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Step 3: Complete Your Submission

1. To get started, go to:
www.LillyOncologyonCanvas.com.
2. Select "Get Started."
 - Choose the type of artwork that best describes your submission
 - Complete all the appropriate sections of the form
3. Once you complete your online submission, you will receive a confirmation page with your confirmation number. Please print the confirmation page and keep a copy for your records.
4. There is no deadline to submit artwork; all submissions are considered on a rolling basis as they are received.

USE OF PERSONAL INFORMATION

Your personal identifying information from the Submission Form—including full name, zip code, and email address—will be observed by LOOC program administrators and/or agents, as needed, for the purpose of administering this program. All personal, identifying information collected on the Submission Form will be handled in accordance with the [Lilly Privacy Statement](#).

Additionally, the LOOC program administrators and/or agents may contact you for more information about your submission. At that time, you may be offered the opportunity to participate in media interviews concerning the program and can accept or decline this opportunity.

If the submission shows the likeness of any person(s), by selecting the appropriate box on the online submission form, you warrant that any such person(s) has given permission for this creative work to be submitted. If this submission is a photograph or any other recognizable likeness of a person who is under the age of 18, you warrant that you have written permission from the person's parent and/or guardian for this creative work to be submitted and utilized as described in these Official Submission Program Terms.

Please note: Should the artwork include recognizable or abstract facial images or narratives that reveal personal information, it will be utilized, stored, and transported in the same manner as non-identifiable submissions. It may be featured in touring art exhibits, displayed at locations including but not limited to cancer centers, hospitals, and patient advocacy events. Submitted Artwork may be televised and/or showcased in Internet, print, and other types of media, including social media websites and mobile device applications.

All accepted artwork may also be available to the public in the online exhibition and may be featured in educational materials or exhibits outside of the United States and Puerto Rico.

If the Submitted Artwork is made public in any way, only the artist's state or territory, artwork title, participant category, cancer type, art, and narrative will be revealed, unless additional written consent is obtained.

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OTHER TERMS AND CONDITIONS

Transfer of Ownership and Rights

By submitting your visual artwork, narrative, poetry, and/or other materials (collectively referred to as the “Submitted Artwork”), to Lilly Oncology on Canvas to be considered for inclusion in this Program, you are transferring to Lilly Oncology on Canvas full ownership of all rights, including but not limited to all copyright and other intellectual property rights, you have to the Submitted Artwork, including but not limited to the right to use, reproduce, modify, display, or publish all or any portion of the Submitted Artwork in: any medium (e.g., online, print, television, mobile application, social media, electronic displays at medical or advocacy meetings, or any other public forum, etc.); collateral materials (including but not limited to media materials, brochures, educational books, postcards, websites, social media, etc.); exhibits; and/or any other manner as determined by Lilly Oncology on Canvas program administrators, as well as the right to sublicense and transfer to others any of these rights. You also waive any attribution, integrity, or moral rights in your Submitted Artwork related to any use of the rights you are transferring under these Terms and Conditions. This assignment of rights is effective at submission and is binding upon your successors, heirs, and assigns.

Any Submitted Artwork may be incorporated into a traveling exhibition, touring various locations such as cancer centers, hospitals, and patient advocacy groups. Submitted Artwork may also be displayed at media events, televised, and/or showcased on the Internet, in print, and via other

types of media designated by Lilly Oncology on Canvas program administrators. Also, some of the Submitted Artwork may be featured on the Lilly Oncology on Canvas website (www.LillyOncologyonCanvas.com) and/or in educational resources about the cancer experience. Additionally, some of the Submitted Artwork may be featured in educational materials or exhibits outside of the United States and Puerto Rico.

If Lilly Oncology on Canvas does transfer ownership of your Submitted Artwork to others, it may be to organizations such as nonprofit cancer-related advocacy groups or charitable organizations for use in their fundraising efforts or for other appropriate purposes, without any payment to you or any financial benefit to Lilly.

If you are interested in any public display or performance of your Submitted Artwork, please contact Lilly Oncology on Canvas for prior approval.

INFORMATION AND GUIDANCE

Information on the program is available at:

Telephone: 1-(800)-Lilly-RX (1-800-545-5979)

Website: www.LillyOncologyonCanvas.com

Contact: Lilly Oncology on Canvas

Experience the power of creativity. Create your original art, submit it online, and inspire others by sharing your story. Start today.